



Order / Rev: 710014  
Alt Order #: 06298459  
Flight Dates: 08/29/12 - 09/04/12

Advertiser: Jim Renacci for Congress  
Product Desc: RENACCI FOR CONGRESS  
Estimate: 3089  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	08/31/12	08/31/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				CH 3 NWS AT 7<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		1			\$1,200.00			0.00			
E 4	WKYC	08/31/12	08/31/12	M-F 730-8p Entertainment Tonight	CM	730-8p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		1			\$1,200.00			0.00			
E 5	WKYC	09/03/12	09/03/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
				CH 3 NEWS 430A<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1			\$175.00			0.00			
E 6	WKYC	09/03/12	09/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				CH3 NEWS SUNRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1			\$700.00			0.00			
E 7	WKYC	09/03/12	09/03/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1			\$750.00			0.00			
E 8	WKYC	09/03/12	09/03/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				CH 3 NWS AT 7<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1			\$1,200.00			0.00			
E 9	WKYC	09/03/12	09/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1			\$1,200.00			0.00			
E 10	WKYC	09/03/12	09/03/12	Mon Prime A Mon Prime A	CM	8p-9p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
				AGT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1			\$3,500.00			0.00			
E 11	WKYC	09/03/12	09/03/12	Mon Prime B Mon Prime B	CM	9-10p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				STARS EARN STRIPES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----		1			\$2,500.00			0.00			
E 12	WKYC	09/01/12	09/01/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
				SAT NITE LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-		2			\$950.00			0.00			
E 13	WKYC	09/01/12	09/01/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				ET WEEKEND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-		1			\$500.00			0.00			
E 14	WKYC	09/02/12	09/02/12	Sun 11-1135p LN SUN	CM	11-1135p	-----S	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
				CH 3 NWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S		1			\$2,800.00			0.00			
E 15	WKYC	09/02/12	09/02/12		CM	8a-9a	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00

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 Product Desc: RENACCI FOR CONGRESS  
 Estimate: 3089  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SUN TDY NBC Today Show (Su)															
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	-----S	1		\$1,000.00		0.00						
E 16	WKYC	08/30/12	08/30/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	---T---	1		\$175.00		0.00						
E 17	WKYC	08/30/12	08/30/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	---T---	1		\$700.00		0.00						
E 18	WKYC	08/30/12	08/30/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	---T---	1		\$750.00		0.00						
E 19	WKYC	08/30/12	08/30/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	---T---	1		\$1,200.00		0.00						
E 20	WKYC	08/30/12	08/30/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	---T---	1		\$1,200.00		0.00						
E 21	WKYC	08/30/12	08/30/12	Browns Football-NFL Net Browns Football - NFL Net	CM	Browns Football	---T---	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
NFLP: CLE VS CHI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	---T---	1		\$7,500.00		0.00						
E 22	WKYC	09/04/12	09/04/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-T-----	1		\$175.00		0.00						
E 23	WKYC	09/04/12	09/04/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-T-----	1		\$700.00		0.00						
E 24	WKYC	09/04/12	09/04/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-T-----	1		\$1,200.00		0.00						
E 25	WKYC	09/04/12	09/04/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-T-----	1		\$1,200.00		0.00						
E 26	WKYC	08/29/12	08/29/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	--W----	1		\$175.00		0.00						
E 27	WKYC	08/29/12	08/29/12		CM	5a-6a	--W----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00

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 Estimate: 3089

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 5-6a Channel 3 News @ 5AM															
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	--W----			1		\$700.00		0.00				
E 28	WKYC	08/29/12	08/29/12	M-F 7-730p	CM	7-730p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
Channel 3 News at 7P															
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	--W----			1		\$1,200.00		0.00				
E 29	WKYC	08/29/12	08/29/12	M-F 730-8p	CM	730-8p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
Entertainment Tonight															
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	--W----			1		\$1,200.00		0.00				
													Totals	30	\$37,575.00